



NAME & SURNAME \_\_\_\_\_



DATE \_\_\_\_\_



135 Memo



## Tourism

Answer each of the following questions in as much detail as possible

1. Explain why SA is often described as: 'The world in one country'

SA is known for its diversity / variety of fauna, flora, climate regions, cultures and environments.

(2)

2. Complete the table by referring to the characteristics of a tourist.

Tourist	Day Tourist
Travels for <u>longer than 24 hours</u> and <u>shorter than 1 year</u> <u>away from his own home.</u>	Also known as an: <u>Excursionist.</u> Travels for <u>less than 24 hours.</u> Returns to his / her residence on the <u>same day.</u>

(6)

3. Provide one term for each of the following scenarios to describe the type of tourism in question:

a) Laura lives in a small town in the Free State. She is currently travelling to NYC which is located in North America. Outbound tourism

(1)

b) South Africans are excited to welcome New Zealand's rugby team to our country. Inbound tourism

(1)

4. Identify the type of tourism as depicted below:

a) Domestic Intra-provincial tourism

b) Regional tourism

c) Domestic Inter-provincial tourism

(3)



5. Name any 3 benefits arising from the tourism industry. (3)
- Contribute to the country's economy & increase the GDP.
  - Increase overall standard of living.
  - Develop national pride.
  - Provide opportunities for entrepreneurship
  - Create jobs
6. a) Dereck travels to George to spend the day with his friends on the Fan Court Golf Course. *Sport and recreational tourist* (1)
- b) The Watson family enjoys a well-deserved breakaway to the KZN province where they will enjoy the sand, sea, sun and rest. (1)  
*Leisure tourist*
- c) Frederick travels to the Western Cape to participate in the following activities: Rock climbing; Shark cage diving; Deep Sea Diving; Bungee jumping. *Adventure tourist* (1)
- d) Monique was invited to attend a conference. *Business tourist* (1)
- e) Benjamin is rewarded with a tour package for 7 nights, as he is the sales consultant who brought in the most business in the last 6 months. (1)  
*Incentive tourist*
7. Maak van 'n kort beskrywing gebruik om elk van die volgende soorte toeriste te verduidelik.
- a) VFR: *Visit friends and family who live in other towns, cities and countries.*  
*Main purpose of travel: To spend time with friends / family.*  
*Examples: Attending a wedding; funeral; family reunion.* (2)
- b) Gap year tourist: *Do not want to go to work or study immediately after school. They usually use one year after school to travel, earn money by doing odd jobs and gain life experiences. Can also serve as a volunteer.* (2)
- c) Backpacker: *Travels independently. Very flexible - no fixed plans / bookings. Little money & little baggage. Make use of the cheapest accommodation and transport available. Carries all their belongings in their backpacks.* (2)



# Tourist Profile

8. Complete the sentence by filling in the missing words.

A Travel agent compiles the tourist profile.

A tourist profile contains information about the tourist to ensure that the travel plan meets his/her expectations / preferences / needs / desires. (3)

9. Name any 5 fields that would be included in a tourist profile. (5)

Any 5:

Photo	(Head and shoulders photo)
Name	(Mr / Mrs) + Name + Surname
ID Number	(13 consecutive numbers that confirm a person's identity)
Nationality	(Country of citizenship: South African / Australian / American...)
Age	(..... year)
Residential address	(address where the tourist resides at)
Contact details Telephone Email	(mobile phone and/or landline) (full email address e.g.: pieter@gmail.com)
Occupation	(Teacher / Engineer / Architect...)
Driver's license	(Code + type of car) (national / international)
Special interests	(what the tourist would like to do / see / experience)
Needs and preferences	(Anything that the tourist expects / prefers and would like to include in the itinerary.)
Specific requirements	(E.g.: dietary / religious / cultural guidelines & requirements – must be included.)
Duration of tour	(number of days or number of nights)
Available budget	(Money available to spend – specific amount / limited / unlimited)
Allergies	(None / certain foods / types of medicine)
Date of departure	(Usually in mathematical format: 10/02/2029)
Reason for travel	(Types of tourists)
Next of kin	(Someone to be contacted and notified, when the tourist cannot be reached - especially used in emergencies.)

